

ORDER



Orders
Order / Rev: 205364
Alt Order #:
Product Desc: 9/24-9/30 KAINE FOR SENATE 2012
Estimate: 11937
Flight Dates: 09/24/12 - 09/30/12
Original Date / Rev: 09/13/12 / 09/28/12
Order Type: REG

WVBT

Primary AE: WVBT National House
Sales Office: N-HOU
Sales Region: Nat

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Kaine for Senate 2012 (D)
Demographic: A25-54
Product Codes: PL5
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	3	\$1,550.00	\$1,317.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	3	\$1,550.00	\$1,317.50	0.00
Totals	3	\$1,550.00	\$1,317.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WVBT National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WVBT	09/26/12	09/26/12	Wed Prime Other 1 Wed 8-10p	CM	8-10p	-- 1----	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/24/12	09/30/12	-- 1----		1		\$800.00		0.00					
N 2	WVBT	09/29/12	09/29/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S-	----- 1-	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/24/12	09/30/12	----- 1-		1		\$250.00		0.00					
N 3	WVBT	09/30/12	09/30/12	Su 10-1044p Fox News @ 10 Sun	CM	10-1045p	----- 1	:30	1	\$250.00	P4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/24/12	09/30/12	----- 1		1		\$250.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WVBT	09/24/12-09/30/12		Su 10-1044p		10-1045p	-----Su	:30		(\$250.00)		0.00	NM		
	See MG 3.2 [Political]														
2	WVBT	09/30/12-09/30/12		Su 10-1044p		10-1045p	-----Su	:30		\$500.00		0.00	NM		
	Ⓜ MG for 3.1 09/30 [Makegood]														
Totals													3	\$1,550.00	